



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Macon, AL

Top Tapestry Segments:		Demographic Summary		2008	2013
Rural Bypasses	35.6%	Population		22,853	21,926
Metro City Edge	23.2%	Households		8,737	8,451
Modest Income Homes	19.8%	Families		5,329	5,085
Simple Living	8.1%	Median Age		33.1	34.1
Family Foundations	4.8%	Median Household Income		\$24,368	\$26,828

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	43	\$1,158.73	\$10,123,818
Men's	43	\$211.18	\$1,845,110
Women's	41	\$385.25	\$3,365,921
Children's	51	\$209.40	\$1,829,508
Footwear	37	\$178.76	\$1,561,786
Watches & Jewelry	47	\$105.70	\$923,507
Apparel Products and Services ¹	54	\$68.44	\$597,986
Computer			
Computers and Hardware for Home Use	48	\$101.99	\$891,109
Software and Accessories for Home Use	45	\$13.08	\$114,312
Entertainment & Recreation	53	\$1,957.70	\$17,104,396
Fees and Admissions	44	\$269.88	\$2,357,956
Membership Fees for Clubs ²	47	\$77.27	\$675,074
Fees for Participant Sports, excl. Trips	43	\$49.00	\$428,128
Admission to Movie/Theatre/Opera/Ballet	44	\$65.57	\$572,905
Admission to Sporting Events, excl. Trips	45	\$27.16	\$237,292
Fees for Recreational Lessons	40	\$50.61	\$442,147
Dating Services	47	\$0.28	\$2,410
TV/Video/Sound Equipment	53	\$766.96	\$6,700,957
Community Antenna or Cable TV	58	\$425.32	\$3,716,057
Televisions	48	\$141.45	\$1,235,812
VCRs, Video Cameras, and DVD Players	54	\$17.87	\$156,165
Video Cassettes and DVDs	53	\$34.47	\$301,143
Video Game Hardware and Software	52	\$18.60	\$162,533
Satellite Dishes	53	\$0.59	\$5,113
Rental of Video Cassettes and DVDs	53	\$27.05	\$236,377
Streaming/Downloaded Video	41	\$0.33	\$2,887
Sound Equipment ³	46	\$98.01	\$856,319
Rental and Repair of TV/Radio/Sound Equipment	56	\$3.27	\$28,551
Pets	59	\$259.96	\$2,271,257
Toys and Games	54	\$80.88	\$706,636
Recreational Vehicles and Fees ⁴	62	\$269.89	\$2,358,051
Sports/Recreation/Exercise Equipment ⁵	47	\$101.52	\$886,969
Photo Equipment and Supplies ⁶	51	\$64.49	\$563,431
Reading ⁷	50	\$144.12	\$1,259,139
Food	54	\$4,447.96	\$38,861,789
Food at Home	54	\$2,656.39	\$23,208,863
Bakery and Cereal Products	55	\$370.02	\$3,232,825
Meat, Poultry, Fish, and Eggs	55	\$674.76	\$5,895,347
Dairy Products	54	\$300.52	\$2,625,667
Fruit and Vegetables	51	\$425.59	\$3,718,339
Snacks and Other Food at Home ⁸	55	\$885.51	\$7,736,685
Food Away from Home	52	\$1,791.57	\$15,652,926
Alcoholic Beverages	48	\$287.98	\$2,516,105
Nonalcoholic Beverages at Home	57	\$250.20	\$2,185,998



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	40	\$405.33	\$3,541,409
Vehicle Loans	57	\$3,323.83	\$29,040,320
Health			
Nonprescription Drugs	61	\$69.77	\$609,595
Prescription Drugs	64	\$363.73	\$3,177,885
Eyeglasses and Contact Lenses	54	\$41.77	\$364,975
Home			
Mortgage Payment and Basics ⁹	44	\$4,017.70	\$35,102,671
Maintenance and Remodeling Services	42	\$864.54	\$7,553,524
Maintenance and Remodeling Materials ¹⁰	53	\$220.15	\$1,923,491
Utilities, Fuel, and Public Services	58	\$2,649.45	\$23,148,248
Household Furnishings and Equipment			
Household Textiles ¹¹	50	\$69.88	\$610,532
Furniture	46	\$304.40	\$2,659,513
Floor Coverings	45	\$43.68	\$381,627
Major Appliances ¹²	52	\$155.67	\$1,360,083
Housewares ¹³	48	\$45.08	\$393,894
Small Appliances	53	\$18.51	\$161,727
Luggage	46	\$4.57	\$39,959
Telephones and Accessories	47	\$20.43	\$178,519
Household Operations			
Child Care	46	\$189.32	\$1,654,098
Lawn and Garden ¹⁴	54	\$227.44	\$1,987,163
Moving/Storage/Freight Express	48	\$25.05	\$218,878
Housekeeping Supplies ¹⁵	56	\$426.10	\$3,722,797
Insurance			
Owners and Renters Insurance	56	\$276.72	\$2,417,710
Vehicle Insurance	54	\$760.97	\$6,648,617
Life/Other Insurance	56	\$320.64	\$2,801,410
Health Insurance	58	\$1,169.96	\$10,221,979
Personal Care Products ¹⁶	54	\$232.62	\$2,032,440
School Books and Supplies ¹⁷	53	\$62.66	\$547,503
Smoking Products	68	\$307.12	\$2,683,272
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	54	\$2,787.04	\$24,350,383
Gasoline and Motor Oil	59	\$1,478.46	\$12,917,304
Vehicle Maintenance and Repairs	52	\$517.22	\$4,518,987
Travel			
Airline Fares	40	\$168.86	\$1,475,366
Lodging on Trips	46	\$194.07	\$1,695,582
Auto/Truck/Van Rental on Trips	39	\$15.12	\$132,069
Food and Drink on Trips	47	\$219.46	\$1,917,434

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.